

Title:

Problems of Petr's Cech marketing policy

Objective:

The thesis aims described marketing concept Petr Cech and factor that activity influences.

Methods:

Setfeni questionnaire, interview.

The results:

Perception of athletes vefejnosti a Czech advertising campaign and subsequent comparison with the national brankafem Petr Cech and suggesting improvement of its long-term strategic marketing.

Keywords:

Marketing, sports marketing, sports advertising, athletes in advertising fulfillment, marketing research.